

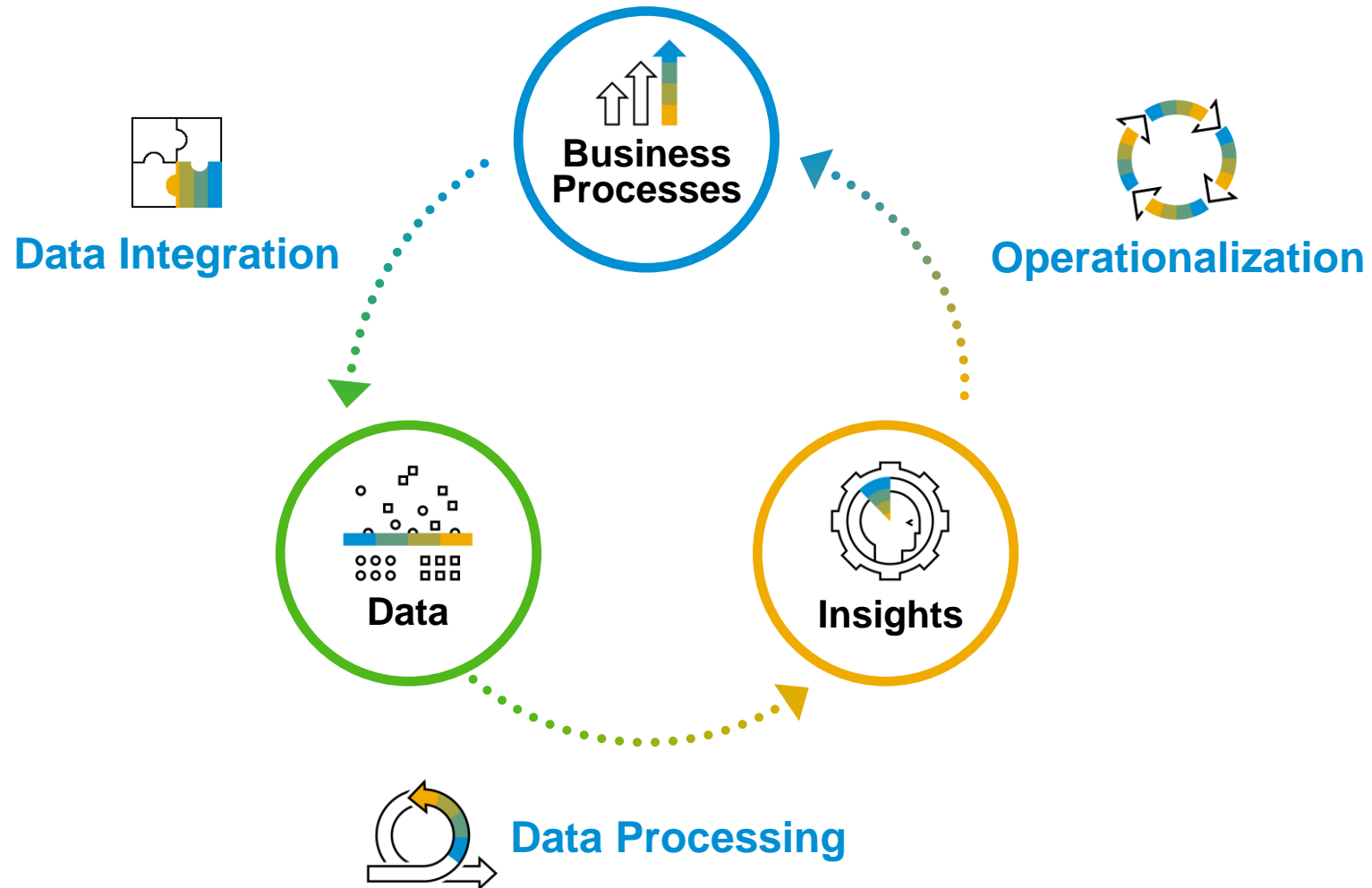


Future-ready **Data Management**

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Product Management, SAP Data Management
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PUBLIC

The goal: Extract value out of data



Why is **Data-to-Value** so difficult?



Semantics

"How can I gather end-to-end analytics without having to rework my applications' data models?"



Integration

"I need to join my sensor data with some image bitmap and the related master data"



Persistency

"I use a data lake for offline processing of unstructured data, and a relational layer for reporting on structured data"



Processing

"I want to use Python for machine learning and combine it with HANA's predictive models"



Discovery

"What is this data? How was it gathered? What does it mean?"



Quality

"Can I rely on this data to drive decisions in a critical process? How can I easily clean it up?"



Distribution

"How can I join the dots between my on prem data and my various hyperscaler data centres?"



Operationalization

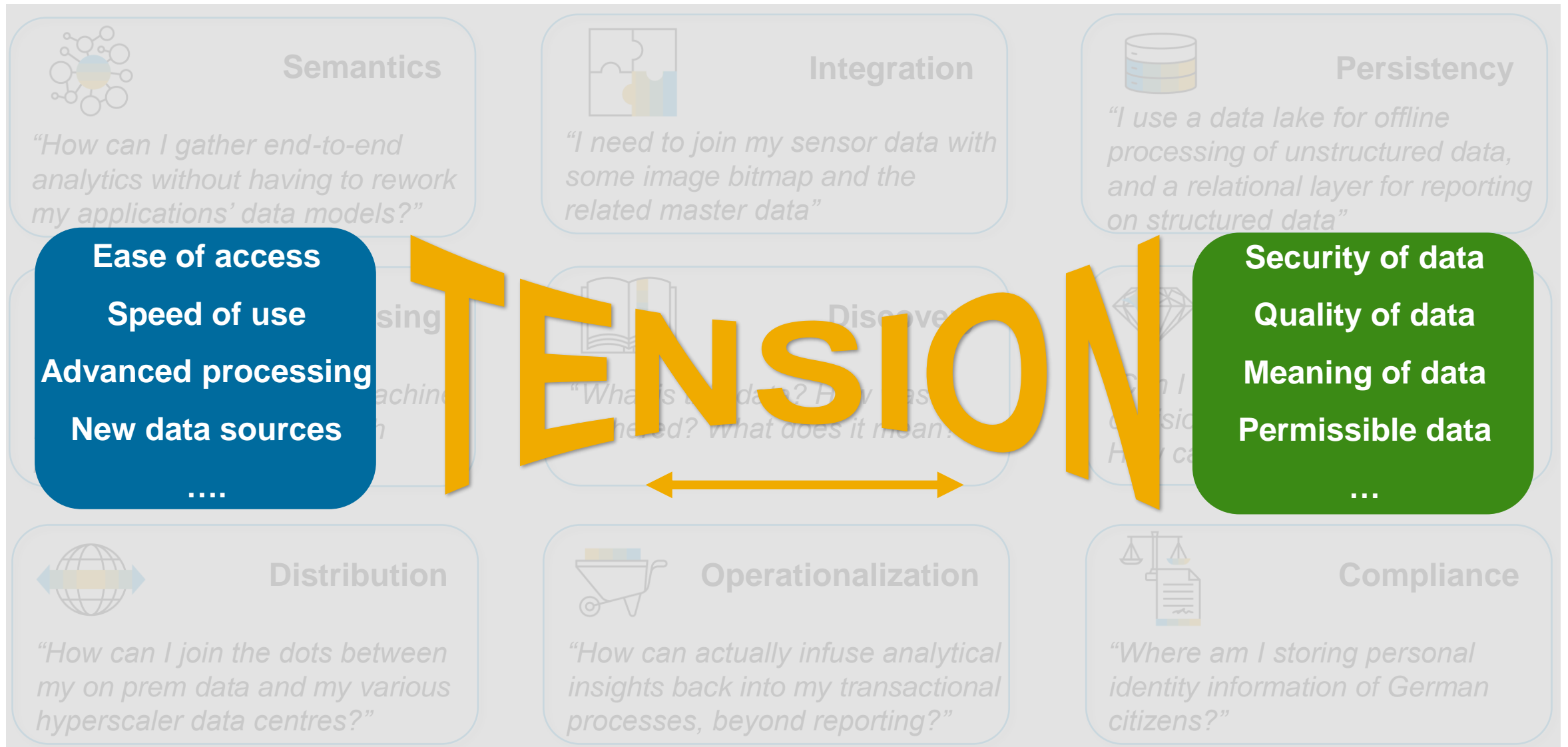
"How can actually infuse analytical insights back into my transactional processes, beyond reporting?"



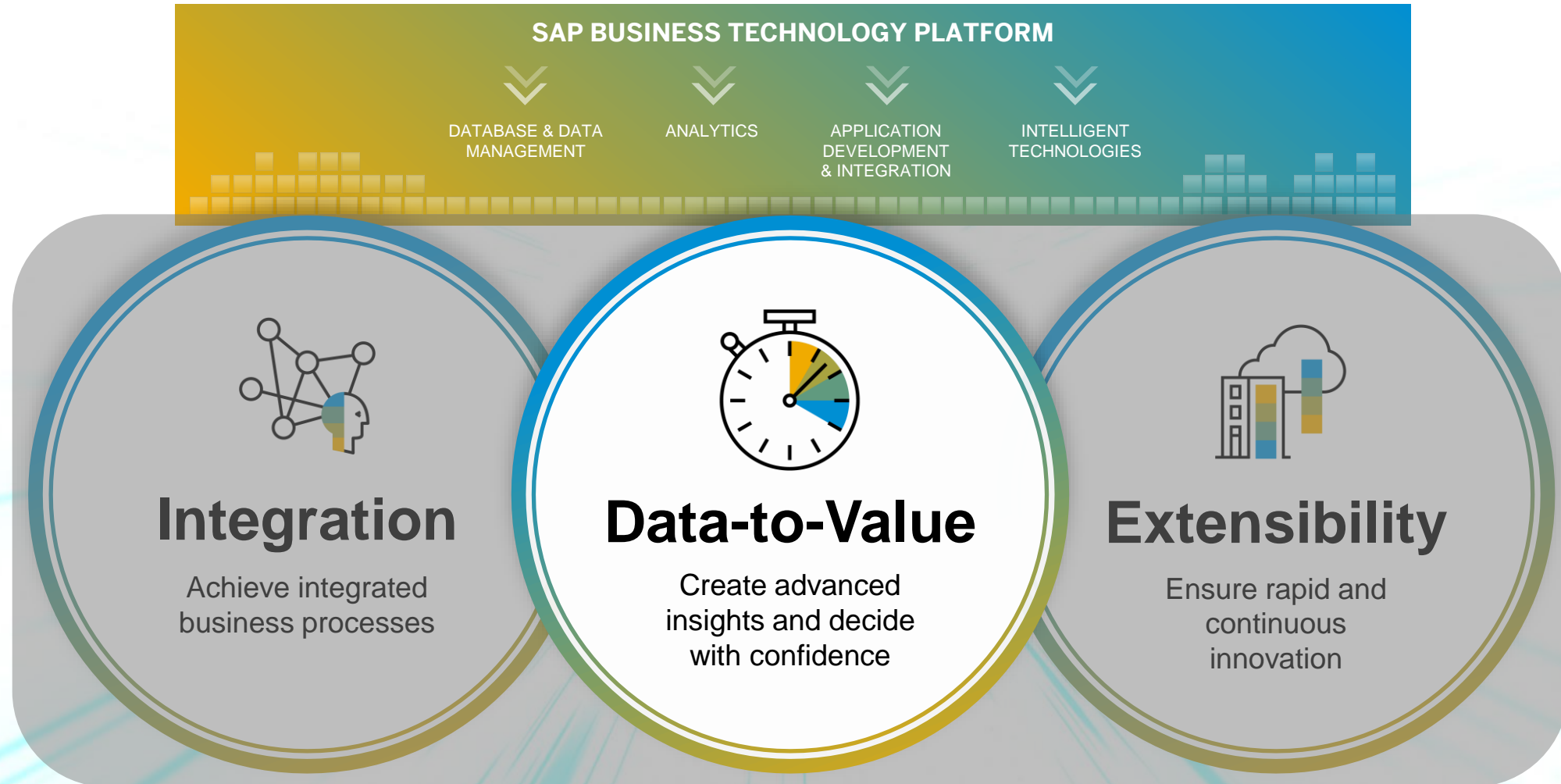
Compliance

"Where am I storing personal identity information of German citizens?"

Why is **Data-to-Value** so difficult?

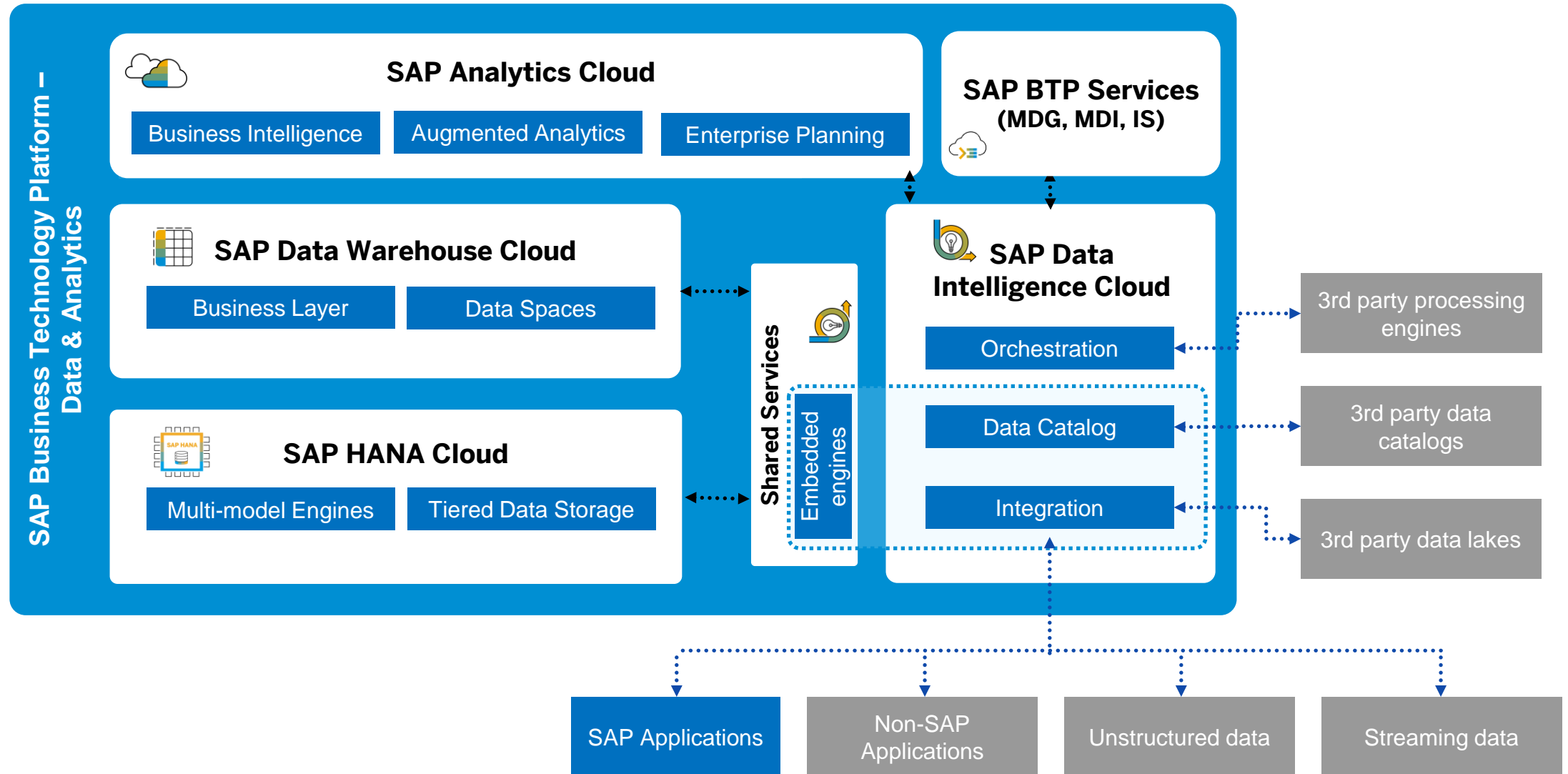


Technology Categories



SAP BTP Unified Data & Analytics

Enabling an end-to-end data fabric to drive business outcomes



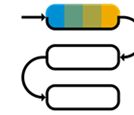
SAP BTP Unified Data & Analytics – Key Benefit Areas



**Business & IT
Collaboration**



**Hybrid Data
Platform**



**Business App
Integration**

SAP BTP Unified Data and Analytics

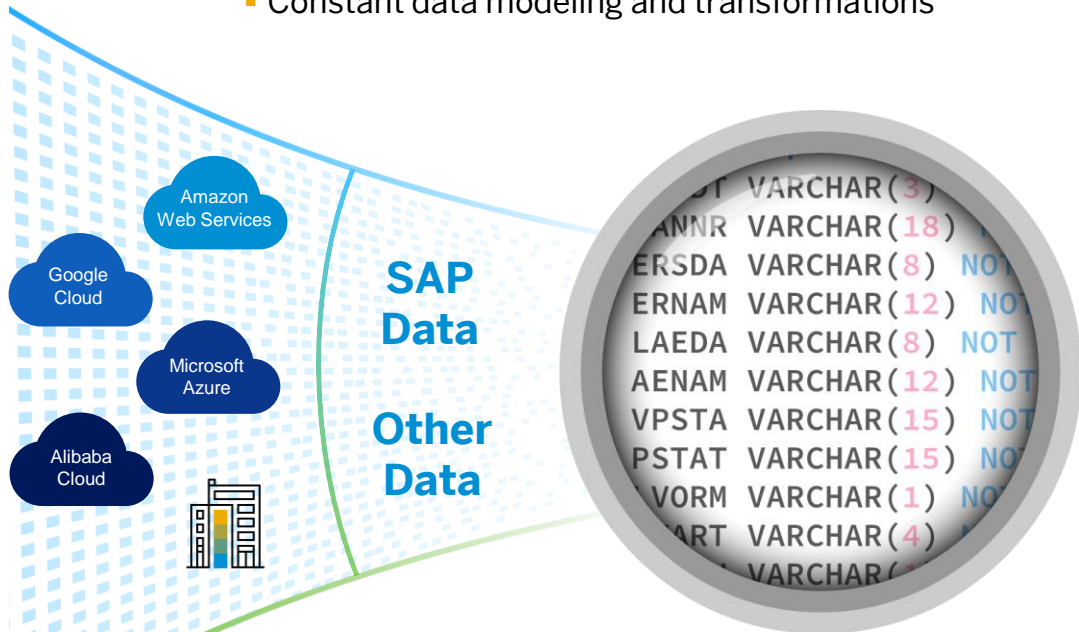
Connect data with business context



Business & IT
Collaboration

Hyperscaler Approach

- Copy and move data to meet performance thresholds
- Make sense of obscure data structures and labels
- Constant data modeling and transformations

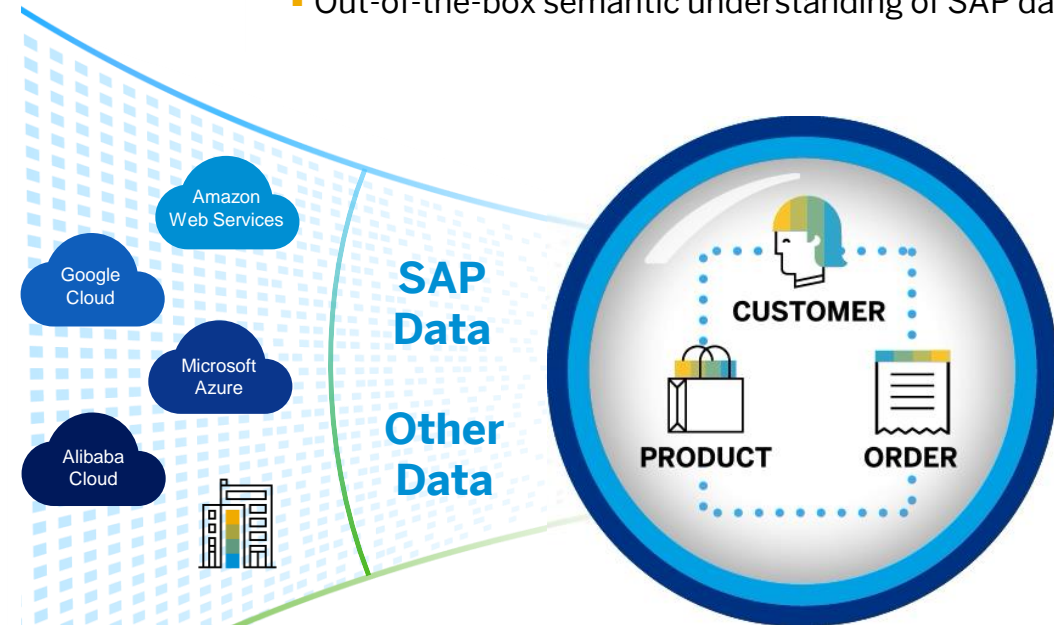


Replicate or migrate data and lose context

VS

SAP

- Connect or collect data with optimized performance and TCO
- Insight on real-time data across clouds and on prem
- Out-of-the-box semantic understanding of SAP data



CONNECT to Data and Give it meaning instantly

A Business-Outcome-Driven Data Fabric

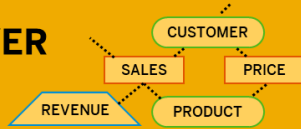
Streamline advanced analytics for concrete business outcome



DWC – Collaboration via Spaces

BUSINESS LAYER

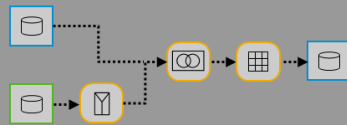
Users work in business terms



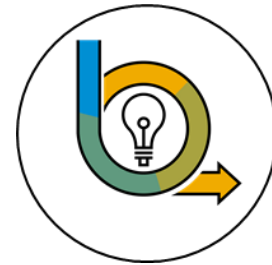
"What were the key margin drivers for my product? What if I reduce the price by 10%?"

DATA LAYER

IT models underlying relationships



"How can I assure queries will perform with data coming from heterogenous systems?"

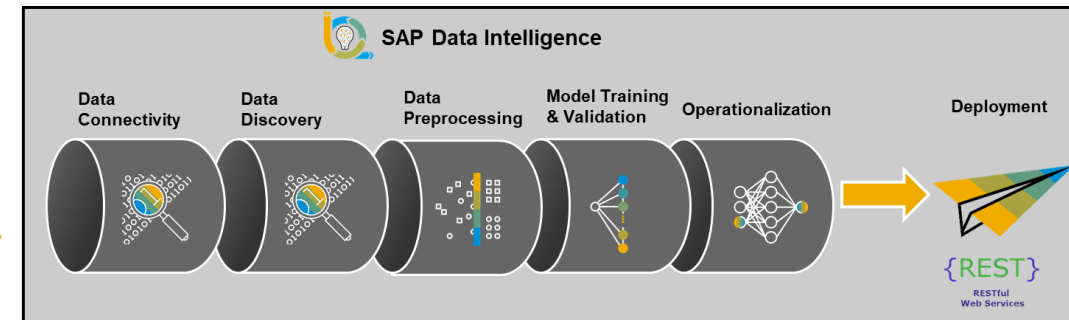


DI – Streamline and Democratize ML & AA

Structured data

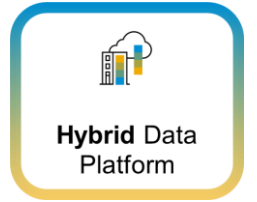


Unstructured data



A Hybrid Data Fabric

Transition to Cloud Data Management at your own pace



End-to-end **data suite** across **hybrid landscapes**



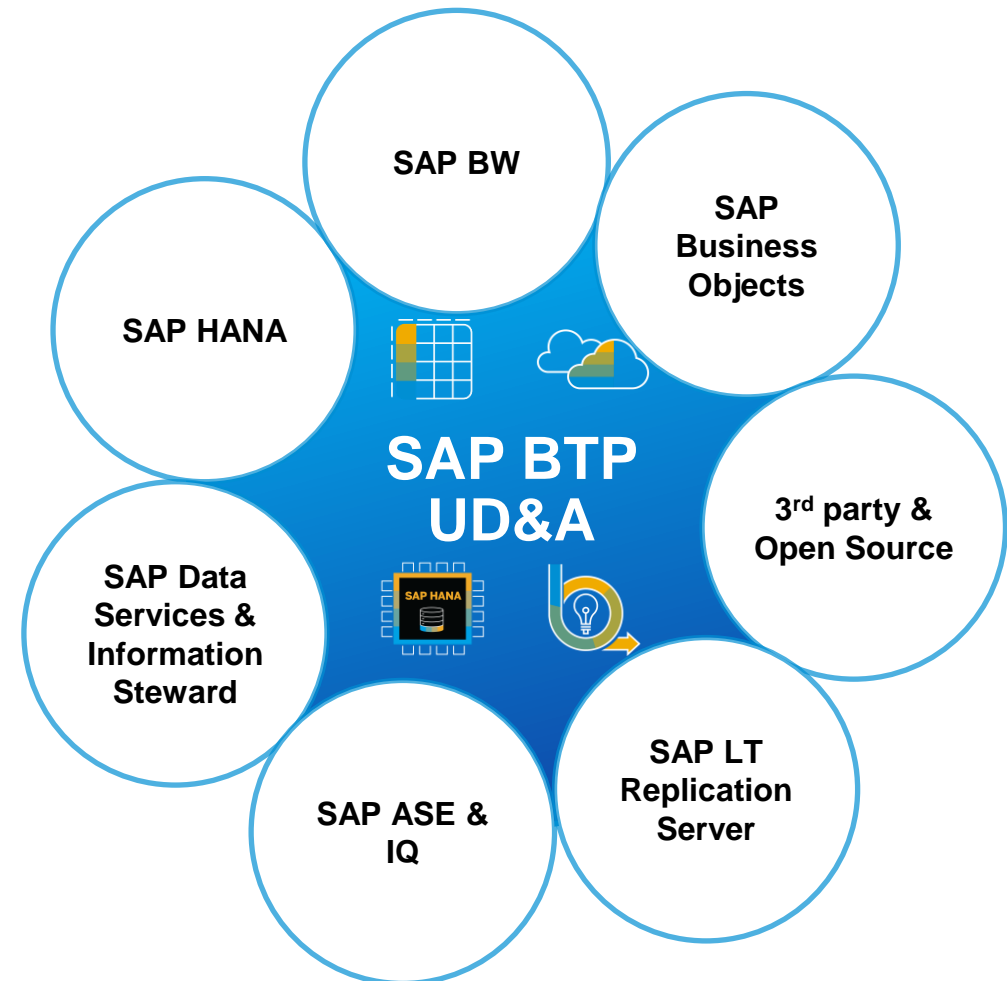
Safeguard past investments by reusing existing assets



Modernize landscape without disruption

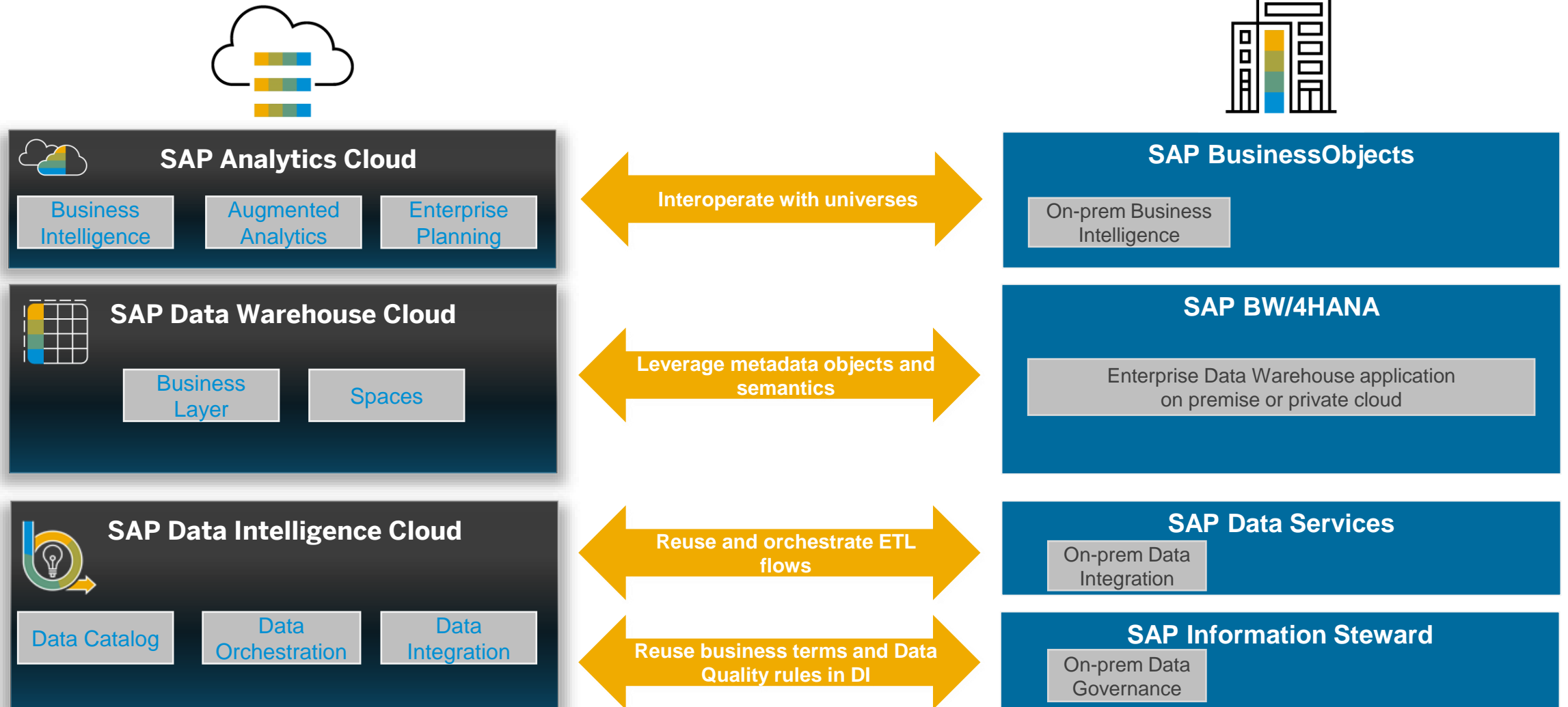
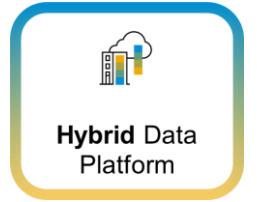


Cloud elasticity & **agility**



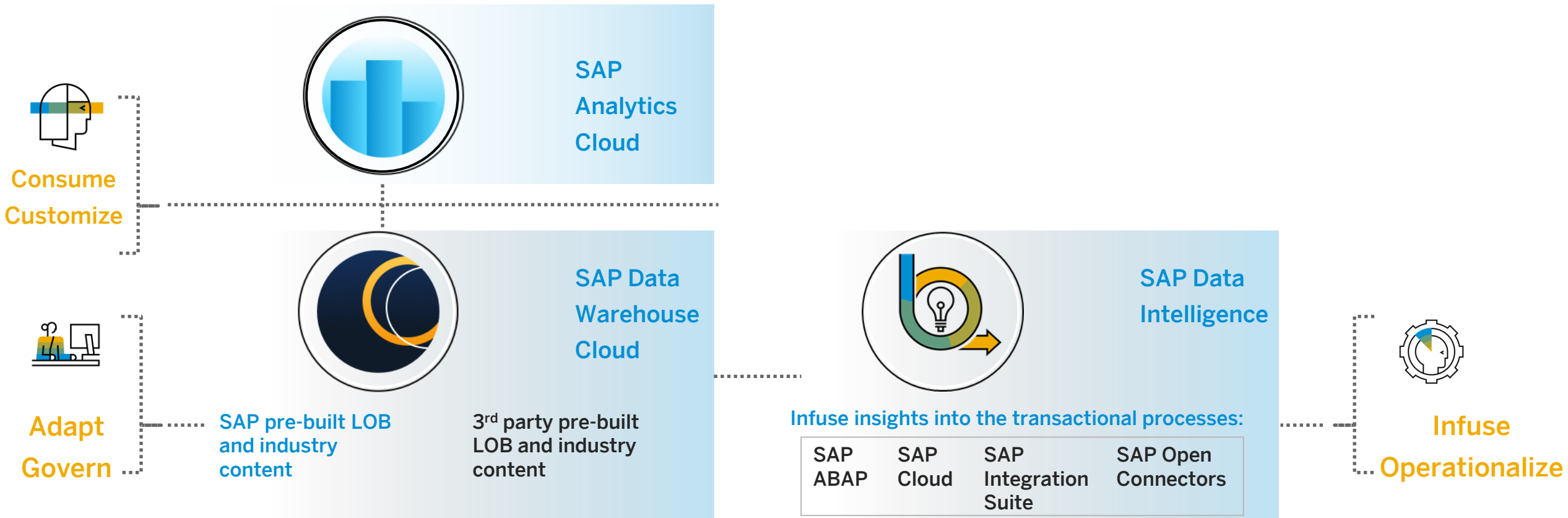
A Hybrid Data Fabric

Consistently reuse past investments, while transitioning to the cloud



A **Business-Process-Ready** approach to data & analytics

Leverage pre-built business content & integrate with transactional apps



SAP BTP Unified Data & Analytics – Key Benefits



Access and reuse
SAP semantics



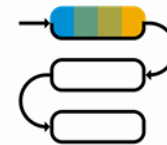
Access and reuse
SAP tools



Connect any **3rd party engine** and **data lake**



Gain an **end-to-end understanding** of
your data



Build **end-to-end analytics** & link them
to your **processes**

Questions?

Thank you.

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